MORGAN TAMAYO

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Education

MS IN APPLIED STATISTICS

Kennesaw State University

Aug 2017—July 2019

BS IN MATHEMATICS

Kennesaw State University

Aug 2012—Dec 2016

Work

STATISTICIAN

Epsilon in Atlanta, GA.

Dec 2019 — Present

- Provided reoccurring market share/flowshare analytics for video & broadband customer behavior.
- Automated deliverable processes in SAS.
- Performed ad hoc analyses based on client needs.

CONTRACTOR / GRADUATE ASSISTANT

Unnamed Financial Company in Atlanta, GA.

Aug 2018 — Dec 2018

- Cleaned car loan payment data using R.
- Developed model to predict which customers would default or pay their loans off in full.
- Delivered framework for creating risk likelihood scores for customers.

CONTRACTOR / GRADUATE ASSISTANT

Blue Cross Blue Shield of Tennessee in

Chattanooga, TN. May 2018 — July 2019

- Cleaned and modeled physician data in Python.
- Elucidated new factors affecting physician expenses in perinatal care.

Projects

SOLAR PANEL ANALYSIS FOR SOUTHERN COMPANY

- Lead team using SAS to analyze solar panel and weather data to recommend ideal panel-washing intervals.
- Presented recommendations showing efficiency improvements in scheduling washes to Southern Company.

WEATHER ANALYSIS FOR SOUTHERN COMPANY

- Employed SQL to join airport weather data scraped via R with cleaned and organized customer conversion data.
- Created SAS visualizations (maps and graphs) for final presentation to Southern Company executives and marketing team.
- Presented findings detailing correlations between weather data and customer conversion rates.

CLICKSTREAM ANALYSIS FOR THE HOME DEPOT

- Worked with .5 terabytes of clickstream data to find insights about customer behavior.
- Cooperated with The Home Depot on data dictionary definitions.
- Merged tabled and selected variables using SQL
- Utilized survival analysis for insight into variables leading to customers leaving the THD website.
- Presented winning findings and suggestions to The Home Depot executives.

Skills

TOOLS

SAS, R, SQL, Python (Pandas, Numpy, NLTK), Excel, SAS Enterprise Miner, JMP, LISREL.

METHODS

Advanced Regression, Binary Classification, Data Mining, K-means Clustering, Experimental Design, Structural Equation Modeling.